

DOCTORS IN ENGLAND

THE SCHEMES THEY USE TO GET IN THE EYE OF THE PUBLIC.

Shrewd Expedients by Which Lucrative Practices Are Acquired and by Which They Dodge the Rule of the Profession Against Advertising.

A young doctor beginning to practice is terribly handicapped by the rule under which any medical man who advertises is expelled from the profession, says the Leeds Mercury. He may be an extremely gifted physician or surgeon, and yet if he has not capital to buy a practice or interest with the governors of some hospitals he does not succeed in earning enough during the first few years to keep body and soul together.

Of course the result is that all sorts of dodges are adopted to evade and defeat the rule against advertising. It is well known in the profession that reputation and a large clientele depend more on the success with which this is accomplished than on real scientific ability. A celebrated London surgeon once admitted to the writer that he rose to the top of the tree by getting into his carriage several times a month and driving at a terrific pace through a half dozen streets. Sometimes he varied this by forgetting to take a necessary instrument when visiting a patient and then sending his driver back for it hot haste. Naturally people were much impressed by the procedure, believing that Surgeon D. must be an excellent surgeon since he was so often called to desperate cases.

Another London Esculapian owes an income of £10,000 a year to an ingenious stratagem, on which he risked the last couple of hundred pounds he had in the world. Having a very intelligent sister who was desirous of helping him, he explained to her the difficulty of making a practice by simply putting a brass plate on the door and hanging out a red lamp and induced her to be his accomplice in what was not far removed from a fraud on the public. Her part in the plot was to take a drug which paralyzed her limbs and gave her the appearance of being in the last stages of fatal illness. Then she was taken in an ambulance to apartments in a fashionable west end street, in order, so to speak, as a forlorn hope, to place herself under the care of Dr. X.

Dr. X., her brother, had meanwhile taken rooms in a neighboring street, put up his brass plate and hired a carriage with a spanking pair of horses. Three times every day he spent an hour with the invalid, while the carriage drove up and down the street. He cleverly managed to have it reported that his patient had been given up as a hopeless case by all the big medical men of London. At the end of two months he had cured her, and patients began to pour into his waiting room.

But the most successful method of all is to write a popular medical book or a semimedical magazine article or even a letter to the daily press. One medical man found that a religious poem which he sent without any ulterior motives to a widely circulated church magazine proved better than a Klondike gold mine. It is also known that the best paying patients are not the really sick, but those who imagine they are.

These foolish people devour dictionaries of medicine and medical journals, and no one knows this better than the pushing doctor. In fact, the medical

journals are more extensively read by the laity than by the medical fraternity, and the doctor who can get a clever article published in one of them is sure to draw patients. Letters to the newspapers on occasions such as an epidemic, the vivisection agitation and the like are equally effective. And no doubt they would be more numerous but for the curious fact that the study of medicine seems to destroy the power of writing well.

But probably the best advertisement a doctor can have is to be employed in some cause celebre. This is partly the explanation of the extraordinary spectacle now and then witnessed in the courts of three or four medical men swearing that a certain wound could easily be self-inflicted or that death was undoubtedly due to arsenic, while three or four more pledge themselves that the wound could not by any possibility be self-inflicted and that arsenic had nothing whatever to do with the death. Great is the scheming to get engaged in one of those trials, for the publicity is worth a diamond mine.

Still another plan is to get up a hospital for the cure of some special disease. For this purpose several doctors often club together and with funds of their own, plus what they can get from the charitable public, open a hospital for skin diseases or deformities or ailments of any and every organ. Their names are not only advertised in the press, by circulars and at all kinds of dinners and annual meetings, but often they are put up on a large board outside the hospital, and they who would otherwise remain obscure become famous and get patients from the four corners of the kingdom.

One of the most famous ways of advertising is the issuing of bulletins about the health of some man of note. Even if he have only a sty in his eye the public is kept acquainted with its progress. In that case the doctor already has nearly all the reputation and patients he cares for, but lesser lights often have their names associated with the crack physician, and every bulletin is worth a hundred guineas to them.

A doctor would give a deal to have it announced in the papers that he has returned from a well earned holiday in Norway or the Mediterranean, and many a medical man owes his comfortable income to the friendly editor who says something about him in the column of personal news.

Most of these methods are open only to the city practitioner. The men who settle in small towns have to adopt different means. Generally they make use of all their arts to make friends with the ladies. They try to be very charming at garden parties and bazaar, attend church regularly and sometimes have a note brought to them in the middle of service and hurry away. They endeavor to make themselves popular in the local clubs, or get remarkable by the possession of a spirited horse, or bleach their hair to look wise, or give a public lecture. Sometimes they win attention through the efforts of a tactful wife.

Another very good plan, open to the provincial as well as the city doctor, is to send testimonials to some wine or mineral water importer or to a manufacturer of sanitary clothing and occasionally to a quick medicine vender. In this way they get their names constantly in the local papers without infringing the rule against advertising.

The worst of it all, from the public point of view, is that it is not the best physician or surgeon who gets the greatest reputation, but the best man of business. And while patients crowd to the fashionable houses of mediocre doctors who have cleverly advertised themselves the most skillful physicians and surgeons of all grow rusty and all but starve in back streets.

Poles and Russians.

Hugo Gaux in his book on Russia writes as follows of the relations existing between the Russian officials and the Poles: "They remain separate, like oil and water. The Russian, even though he is the master, is of no consequence here. It is only necessary to observe for the space of an hour from some corner of the elegant dining room of the hotel the behavior of the Polish society and the complete isolation of the Russian officers or officials. It is only necessary to be able to distinguish the groups from one another—the Baltic nobility with their almost bourgeois families, merchants from all the principal countries, Russian functionaries and Polish society—and it will at once become clear who is at home here, firmly rooted to the soil, so that all others become strangers and intruders. It is the Poles, and the Poles alone."

Herbina

Will overcome indigestion and dyspepsia; regulate the bowels and cure liver and kidney complaints. It is the best blood enricher and invigorator in the world. It is purely vegetable, perfectly harmless, and should you be a sufferer from disease, you will use it if you are wise. H. N. Andrews, editor and manager Cocos and Rockledge News, Cocos, Fla., writes: "I have used your Herbina in my family, and find it a most excellent medicine. Its effects upon myself have been a marked benefit. Sold by W. M. Johnson, Gainesville, Fla., and J. C. Bishop, Alaska, Fla."

PRIVATE COINAGE.

At One Time It Was Quite Common in This Country.

The history of the issue of coins in this country by private individuals and companies would make a very interesting book. When gold was struck in North Carolina a man named Beechler started a mint of his own there, which was abolished by law in 1849. Half eagles, quarter eagles and one dollar pieces issued by him were largely circulated in the south and west. Although of honest gold, they were about 2½ per cent under value on an average. About the same time Templeton Reid coined gold in Georgia. He moved to California in 1849 and minted eagles and twenty-five dollar pieces on a considerable scale. Many companies and refineries in California and elsewhere made a business of striking gold coins during the same period. Naturally there was a great temptation to make these coins under weight and of inferior fineness. The Mormons in Utah issued eagles, half eagles and double eagles which bore on the obverse an eye, with the legend, "Holiness to the Lord."

Quantities of twenty-five cent and fifty cent gold pieces were likewise manufactured at San Francisco, the former containing only about six cents' worth of the metal and the latter twelve cents' worth. Years ago a lot of these were taken over to Germany and circulated there, which elicited a formal diplomatic protest from that government. The private minting business was finally stopped.

A FISH THAT FIGHTS.

The Aggressive and Iridescent Plakat of Siam.

So aggressive is the plakat, a little fish from Siam, that the entertainment it affords has become a national pastime. The fishes are trained to go through regular battles and are reared artificially for the purpose, while the license to exhibit them to the general public is farmed out and brings a large amount of money into the royal coffers.

They are kept in aquariums built for the purpose and fed upon the larvae of mosquitoes and every possible care taken of them. When the fish is in a quiet state, with the fins at rest, the dull colors are not at all remarkable. But if two are brought together or within sight of each other, or even if one sees its own image in a looking glass, the little creature becomes suddenly excited.

The fins are raised, and the whole body shines with metallic luster and colors of dazzling beauty, while the protecting gill membrane, waving like a black frill round the throat, makes grotesque the general appearance. In this state of irritation it makes repeated darts at its real or reflected antagonist. If two are placed together in a tank they rush at each other with the utmost fury. The battle is kept on until one is killed or put to flight, but not until they are entirely separated does the victor shut his gaudy fins, that like flags of war, are never lowered until peace has been declared.

BORORO INDIANS.

How the Boys of This Brazilian Tribe Get Their Names.

In an interesting article on the aborigines of Brazil in the current Southern Workman the method of naming boys is thus described:

The ceremony of initiation into the rights and privileges of citizenship in the Bororo tribe is interesting. The little bronze body of the baby boy is more or less daubed with gum or pitch and plated with white feathers; then early in the morning before the rising of the sun the family and friends and the priest or conjurer betake themselves to an eminence near the village. And as the sun, the supreme power, sweeps majestically upward from behind the eastern wilderness the conjurer bores the lower lip of the embryo warrior with an instrument made especially for the occasion and beautifully decorated with brilliant feathers and at the same time whispers "Pia-du-du" (humming bird) or the name of some other animal or object that the child is to bear. "Pia-du-du" softly repeat the family and friends in turn, and thus Pia-du-du, a favorite name, becomes the name of the little one. They are very jealous of their names and will not make them known to aliens. In order to become a citizen of the tribe a person of alien birth would have to reside with it for some time and be initiated much as the child is.

The Richest Man in the World.

The richest man in the world cannot have his kidneys replaced nor live without them, so it is important not to neglect these organs. If Foley's Kidney Cure is taken at the first sign of danger, the symptoms will disappear and your health will be restored, as it strengthens and builds up these organs as nothing else will. Oscar Bowman, Lebanon, Ky., writes: "I have used Foley's Kidney Cure and take great pleasure in stating it cured me permanently of kidney disease, which certainly would have cost me my life." Sold by J. W. McCollum & Co.

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12:15 p.m. Daily	Ocala, Leesburg and Tampa, and Intermediate Points	8:40 p.m. Daily
2:00 p.m. Daily	Palatka, Jacksonville, North, East and West	1:35 p.m. Daily
12:05 p.m. Daily	High Springs, Waverosa, Savannah, Brunswick, Albany, Atlanta, all Points North, East West	3:15 p.m. Daily
3:15 p.m. Daily	Rochelle, Micanopy and Citra	9:55 a.m. Daily
3:50 a.m. Daily ex. Monday	High Springs	7:30 p.m. Daily ex. Sunday

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H. M. EMERSON, Traf. Mgr., W. D. STARK, Trav. Pass. Agt., W. J. CRAIG, Gen. Pass. Agt., Wilmington, N. C.

...Southern Railway... Effective April 10, 1905.

2 Vestibule Trains East No. 34 No. 20 North and West. No. 18

Lv Jacksonville	So. Ry	9:20a	7:55p	Lv Jacksonville, Fla.	So. Ry.	7:45
Lv Jessup	So. Ry	11:54a	10:40p	Lv Jessup, Ga.	So. Ry.	10:30
Lv Savannah	So. Ry	1:30p	12:15a	Lv Macon, Ga.	So. Ry.	8:00
Ar Columbia	So. Ry	6:55p	6:00a	Ar Atlanta, Ga.	So. Ry.	5:20
Ar Charlotte	So. Ry	10:05p	9:55a	Ar Rome, Ga.	So. Ry.	7:30a
Ar Greensboro	So. Ry	12:55a	12:51p	Ar Dalton, Ga.	So. Ry.	5:25a
Ar Danville	So. Ry	2:05a	2:10p	Ar Chattanooga, Tenn.	So. Ry.	9:45a
Ar Richmond	So. Ry	6:55a	6:42p	Ar Lexington, Ky.	Q. & C.	5:20p
Ar Lynchburg	So. Ry	4:17a	4:20p	Ar Cincinnati, O.	Q. & C.	7:40p
Ar Charlottesville	So. Ry	6:02a	6:10p	Lv Cincinnati, O.	Big Four	8:40p
Ar Washington	So. Ry	9:45a	9:50p	Ar Chicago, Ill.	Big Four	7:10a
Ar Baltimore	P. R. R.	11:30a	11:25p	Lv Cincinnati, O.	Pa Lines	8:35p
Ar W. Ph'd'ia	P. R. R.	1:45p	2:55a	Ar Chicago, Ill.	Pa Lines	7:10a
Ar New York	P. R. R.	4:13p	6:30a	Lv Cincinnati, O.	C. H. & D.	8:45p

No. 34—"New York and Florida Express." Daily Pullman Drawing Room Sleeping Car Port Tampa and Jacksonville to New York.

No. 20—"Washington and Florida Limited." Daily Pullman Drawing Room, Sleeping Car Jacksonville to New York.

Lv Jacksonville, Fla.	So. Ry	7:55p	Lv Jacksonville, Fla.	So. Ry.	7:55p
Lv Savannah, Ga.	So. Ry	12:15a	Lv Jacksonville, Fla.	So. Ry.	7:55p
Ar Columbia, S. C.	So. Ry	6:00a	Lv Jacksonville, Fla.	So. Ry.	7:55p
Ar Asheville, N. C.	So. Ry	1:50p	Lv Jacksonville, Fla.	So. Ry.	7:55p
Ar Hot Springs, N. C.	So. Ry	2:27p	Lv Jacksonville, Fla.	So. Ry.	7:55p
Ar Knoxville, Tenn.	So. Ry	6:00p	Lv Jacksonville, Fla.	So. Ry.	7:55p
Ar Louisville	So. Ry	8:50a	Lv Jacksonville, Fla.	So. Ry.	7:55p
Ar St. Louis	So. Ry	4:55p	Lv Jacksonville, Fla.	So. Ry.	7:55p
Ar Cincinnati	Q. & C.	8:15a	Lv Jacksonville, Fla.	So. Ry.	7:55p

No. 30—"Daily Pullman Drawing Room and Buffet Sleeping Car between Jacksonville and Cincinnati.

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ARRIVALS AT JACKSONVILLE.

From New York, Washington, etc.—No. 29, "Washington and Florida Limited," 9:00 a. m.
From New York, Washington, etc.—No. 23, "Washington and Florida Express," 7:40 p. m.
From Cincinnati, Asheville, etc.—No. 20, "Washington and Florida Limited," 9:00 a. m.
From Chicago, Cincinnati, Atlanta, etc.—No. 14, "Fla. Limited," 9:35 a. m.

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